Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

1.94/4
C 76

CONSUMERS' COUNSEL

U·S·D·A

FURS

CONSUMER TIPS

LABELS MUST TELL THE TRUTH

1. Labels, by law, must tell the truth about grade, quality and kind of fur.
2. Labels must give true name of fur. Other descriptive words, if used, must precede the true name of the fur. (Example: "Seal-dyed muskrat"--means muskrat dyed to look like seal.)
3. No fur may be labeled as skin of non-existent animal.
4. If geographical origin of fur is given, must be truthful.
5. Labels must tell if fur has been tipped, blended,

(over)

dyed, or pointed.
6. Used or worn furs or fur garments must be clearly labeled as used, worn, second-hand, or made over.
7. Labels must tell if furs are made of pieces and not o full skins.
8. Word "Genuine" cannot be used to describe a fur that has been processed or dyed to imitate fur of another animal.

BEST BUYING PRACTICE - buy from reputable dealer who is more likely to observe Federal Trade Commission Rules. Ask to see same fur in different range of prices before buying. Buy coat that fits loosely, rather than tightly. Good furs are bright, lustrous; poor furs, dull, lifeless

CONSUMERS' COUNSEL DIVISION
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C. CT-19